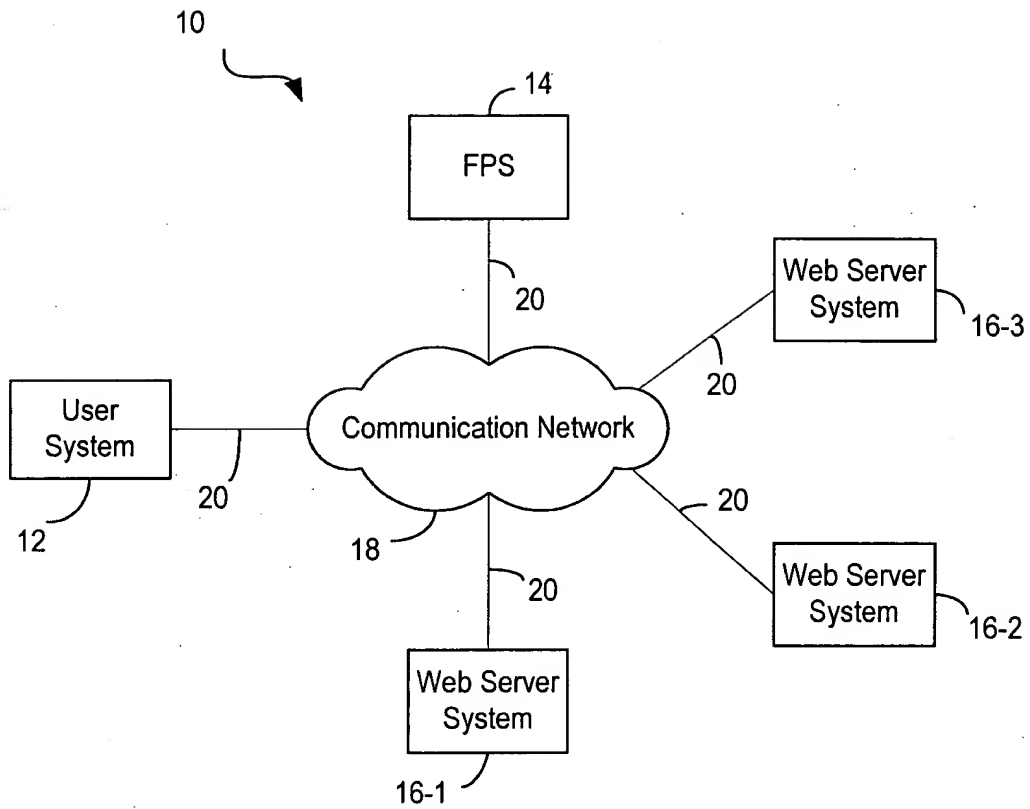


10



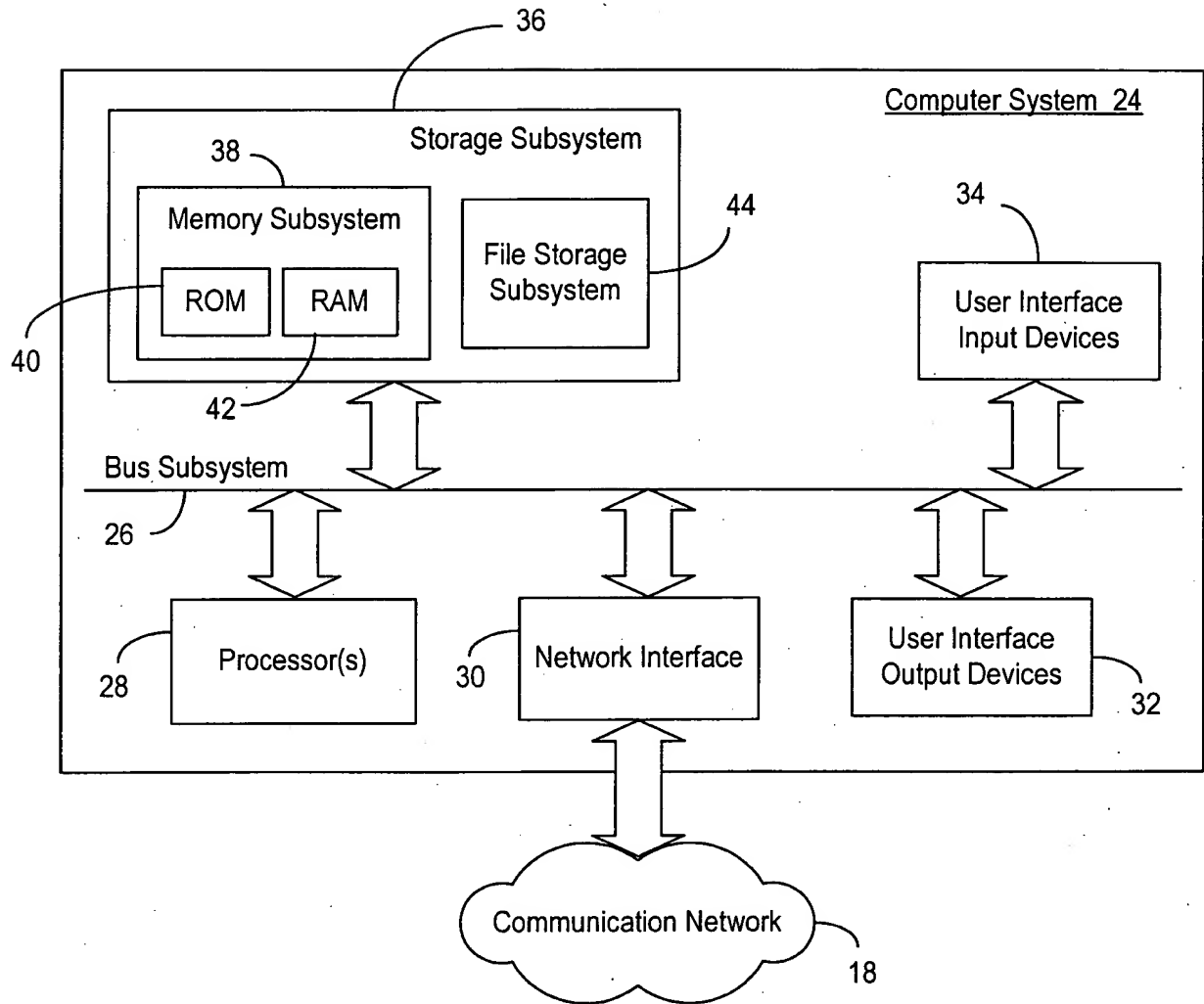


Fig. 2

09603531-091300

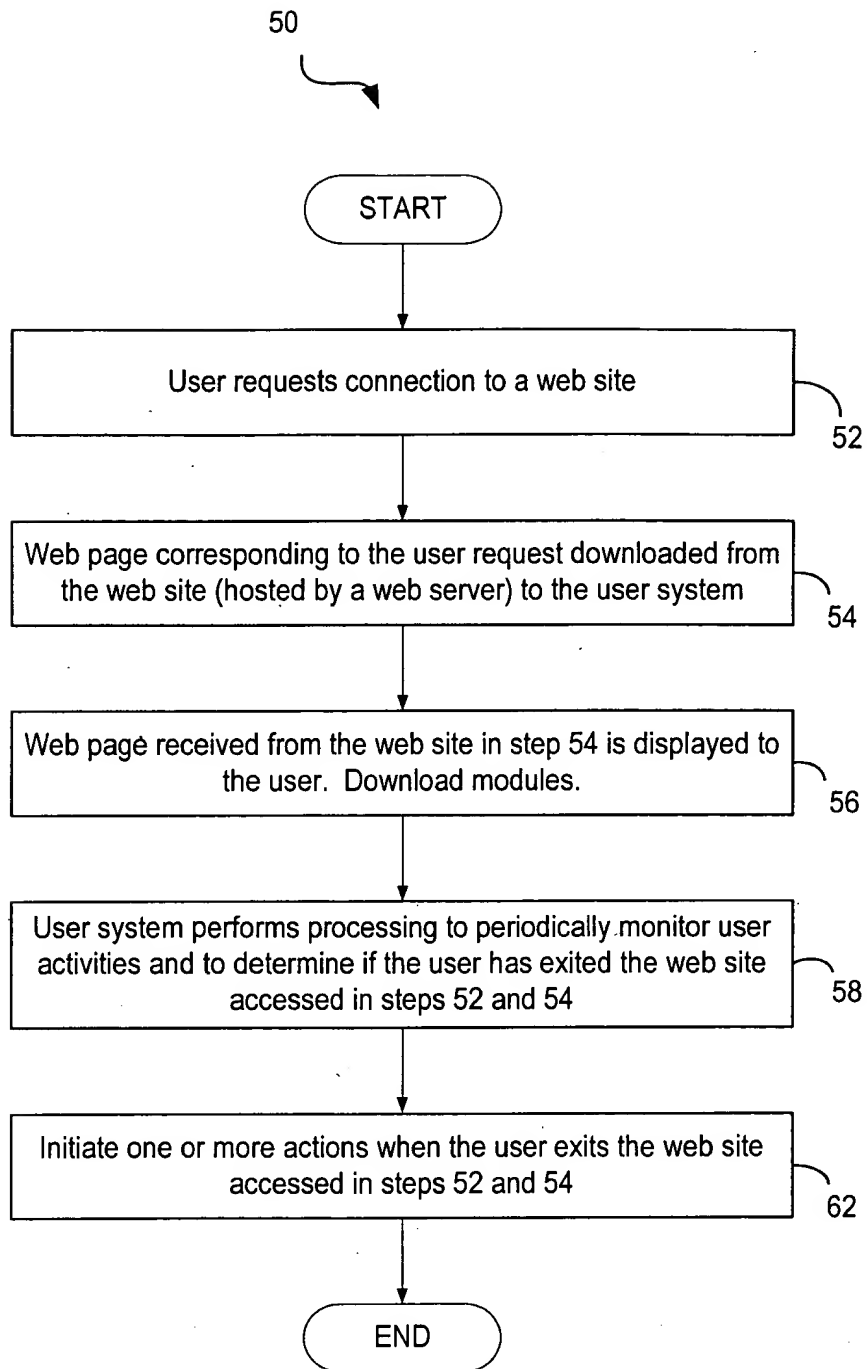


Fig. 3

70

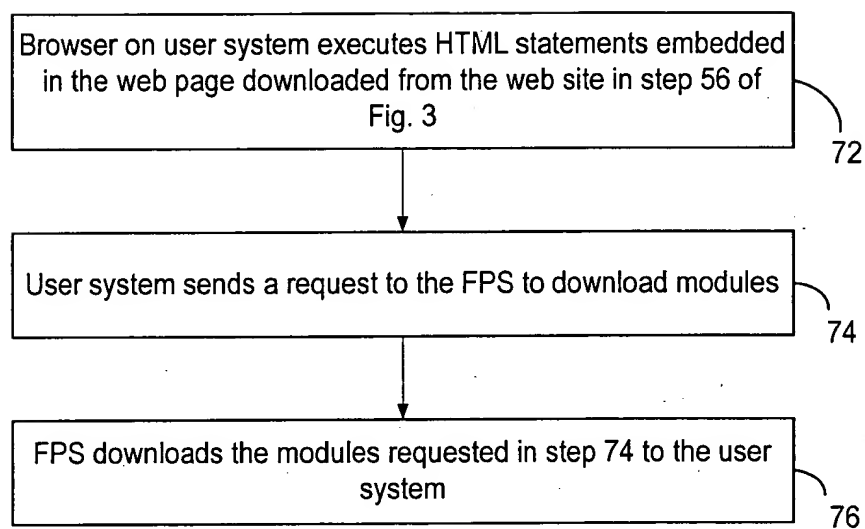


Fig. 4.

80

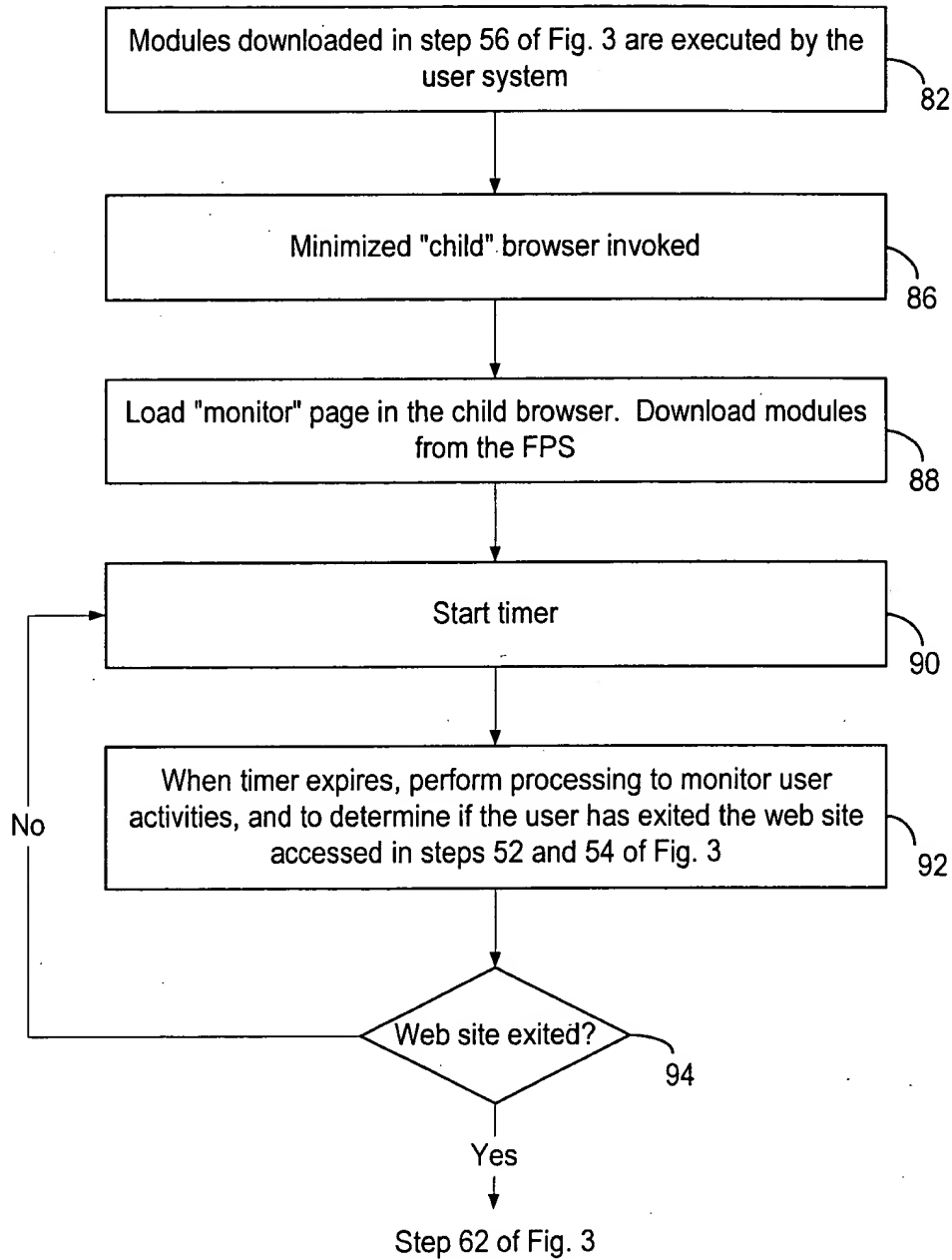


Fig. 5

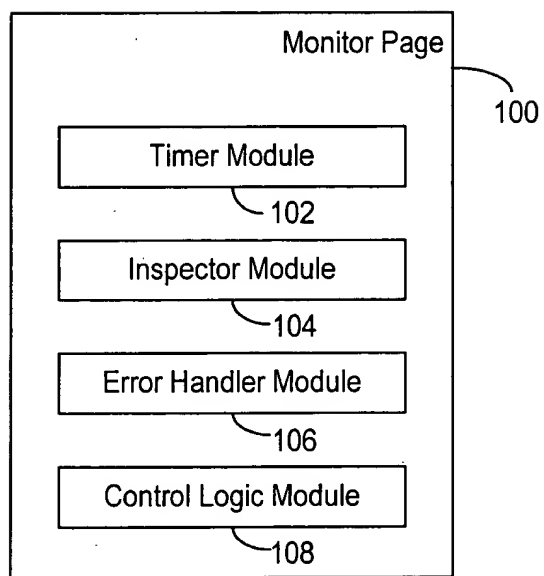


Fig. 6

09062858-091300

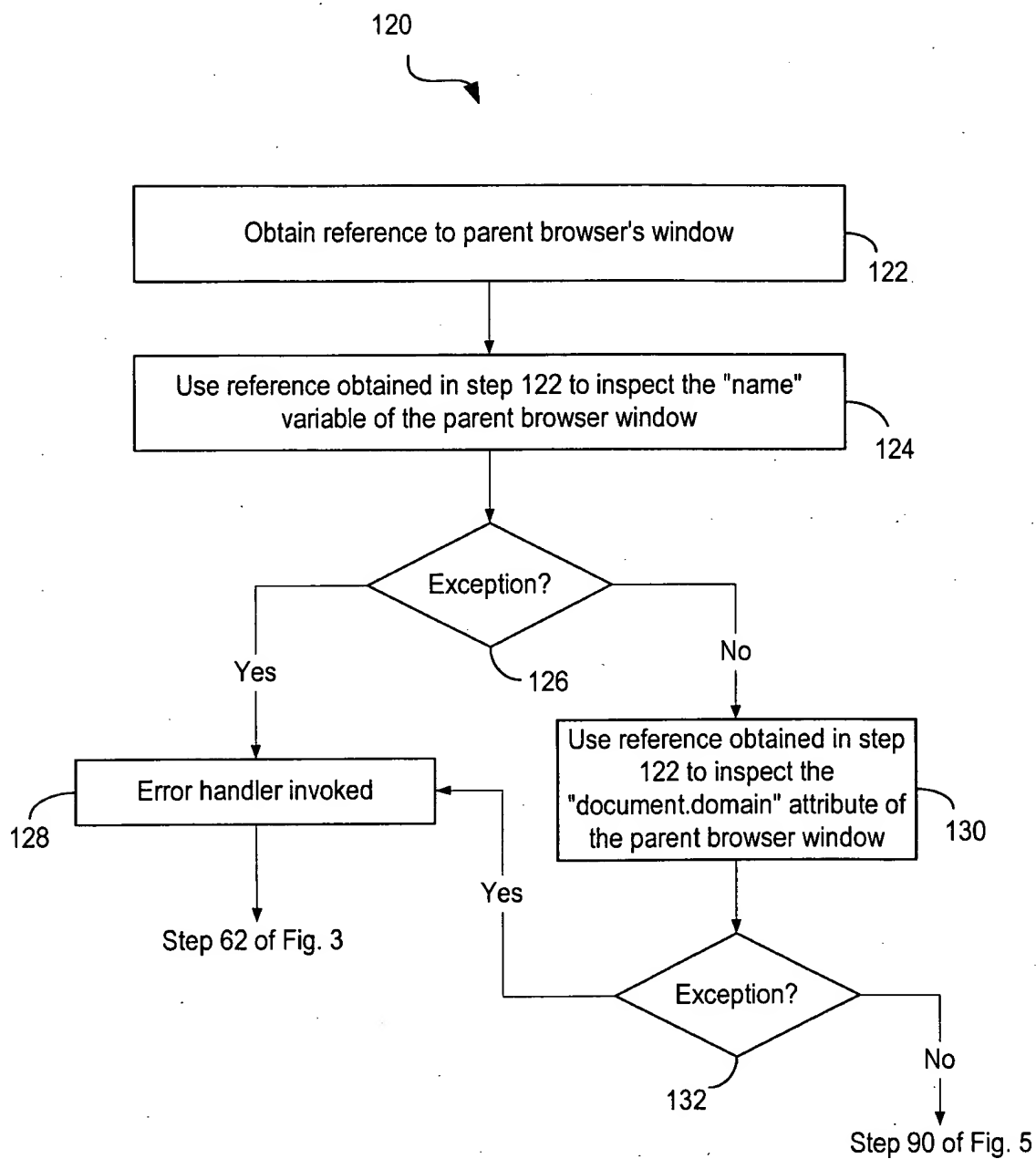


Fig. 8

140

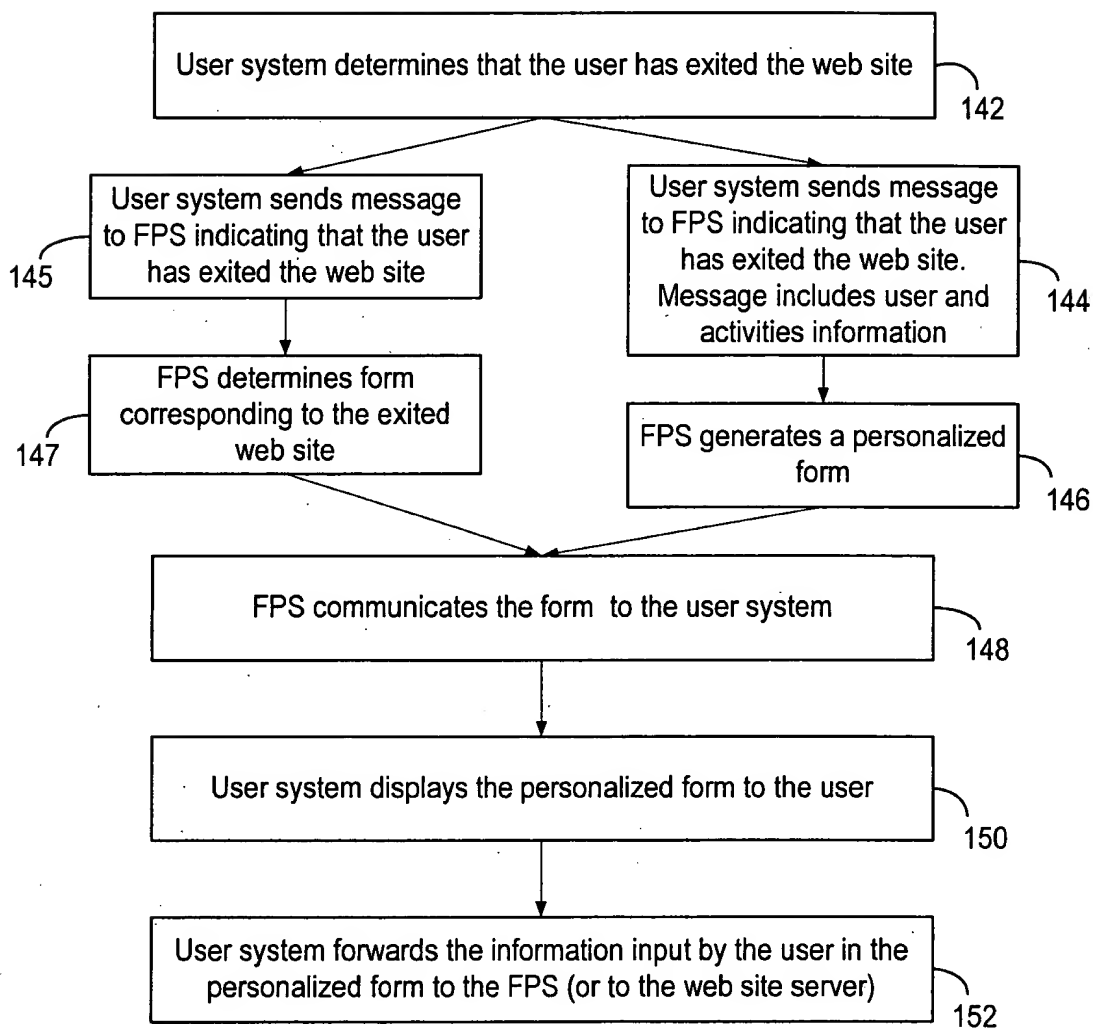


Fig. 9

Thank you for taking a few moments to respond to our survey. We would like to ask you a few questions about your involvement with property and casualty services. The survey should only take 3-5 minutes of your time

1) Is your company:

- ☐ Insurance related
- ☐ Non-Insurance related

2) Which of the following best describes your Insurance-related company?

- ☐ Insurer
- ☐ Reinsurer
- ☐ Program administrator
- ☐ Agent/Broker
- ☐ Managing general agent
- ☐ Consultant
- ☐ Claims administrator
- ☐ Service provider
- ☐ Insurance hardware, software provider
- ☐ Academia
- ☐ Trade Association/Professional Society

3) Which of the following best describes your role?

- ☐ Agent/Broker
- ☐ Insurance company executive, staff, manager
- ☐ Claims/Loss control professional
- ☐ Technical support vendor

4) Which industry associations or societies do you belong to? (check all that apply)

- ☐ National Association of Independent Insurers
- ☐ Independent Insurance Agents Of America
- ☐ National Association of Professional Insurance Agents
- ☐ Insurance Accounting and Systems Association
- ☐ CPCU Society
- ☐ Insurance Information Institute
- ☐ Insurance company association (such as American Insurance Association (AIA), National Association of Mutual Insurance Companies, or Alliance of American Insurers, for instance)

5) Why do you visit AcmeInsurance.com? (check all that apply)

- ☐ Gather insurance product information
- ☐ Search for new insurance services
- ☐ Research technical and regulatory information
- ☐ Search the industry directory

Fig. 10A

- U.S. DEPARTMENT OF JUSTICE**

- ☐ Direct mail
- ☐ Corporate client activities
- ☐ General Image advertising
- ☐ Direct response ads
- ☐ TV/Radio advertising

Fig. 10B